

Message Text

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ACTION EUR-12

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FM AMEMBASSY LONDON

TO SECSTATE WASHDC 7519

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AMCONSUL EDINBURGH

AMCONSUL LIVERPOOL

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UNCLAS LONDON 19395

E.O. 11652: N/A

TAGS: BEXP, UK

SUBJECT: REVISED CCP DRAFT OF CAMPAIGNS FOR FY 1977

REF: LONDON 2404, FEB. 14, 1975

AS A RESULT OF EVENTS SINCE DRAFTING OF REFTEL EMBASSY HAS REVIEWED PROPOSED CAMPAIGNS FOR FY 1977. W/E NOW RECOMMEND ONLY THE FOLLOWING CAMPAIQNS FOR INCLUSION IN THE CCP AND HAVE INDICATED TYPES OF PROMOTION EVENTS WHICH WE THINK WOULD BE APPROPRIATE FOR EACH CAMPAIQN. SEPTTEL FOLLOWS ON PROPOSED 1977 EVENTS SCHEDULE WHICH IS BASED UPON THIS CCP.

PROPOSED CAMPAIGNS & EVENT SCHEDULE FOR CCP 1977

PROPOSED CAMPAIGNS	PROPOSED EVENTS
1. AUTOMATED \$ LABOR	CATALOQ SHOW - AQRICULTU-
SAVING AGRICULTURAL	RAL EQUIPMENT - IN CON-
EQUIPMENT	JUNCTION WITH LTC - ROYAL
	SMITHFIELD SHOW, LONDON

2. OFFSHORE OIL AND	TYPE I - OFFSHORE INTER-
GAS EXPLORATION, DRILL-	NATIONAL '76, NATIONAL
ING PRODUCTIOL, COMMUNI-	EXHIBITION CENTER, BIR-
CATIONS AND RELATED	MINGHAM

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EQUIPMENT

3. ADVANCED ELECTRONIC COMPONENTS LTC - ADVANCED ELECTRONIC COMPONENTS

4. COMPUTERS AND PERIPHERALS LTC - COMPUTER AIDED DESIGN

5. ENERGY-SAVING EQUIPMENT, MATERIALS AND SYSTEMS NONE AT THIS TIME: RE-COMMENDED ALTERNATE IN 77 EVENTS SCHEDULE

6. COMPUTERIZED BUSINESS SYSTEMS LTC - AUTOMATED BUSINESS EQUIPMENT

7. PROCESS CONTROL EQUIPMENT LTC - PLANT ENGINEERING AND POLLUTION CONTROL

8. AEROSPACE/ AVIATION BUSINESS INFORMATION OFFICE WITH LTC AND
USIS PARTICIPATION -
CRANFIELD AIR SHOW -
BUSINESS AND AGRICULTURAL AIRCRAFT AND ACCESSORIES

9. CONSUMER GOODS IN-STORE-PROMOTION - JENNERS, EDINBURGH

10. WATER PURIFICATION AND POLLUTION CONTROL PHASE I CAMPAIGN; PTR

11. METAL WORKING MACHINERY, FOUNDRY EQUIPMENT AND MATERIALS PHASE I CAMPAIGN - PTR

12. VISIT USA

RICHARDSON

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